

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Response Transmittal

In re application of: Cannon

Serial No.: 09/814,622

Filed: 03/22/2001

For: **METHOD AND APPARATUS FOR ANALYZING
DATA AND ADVERTISING OPTIMIZATION**Mail Stop Non-Fee Amendment
Commissioner of Patents and Trademarks
P.O. Box 1450
Alexandria, VA 22313

Sir:

Transmitted herewith for filing in the above-identified Application is a:

1. Response
2. Postcard.

☐ CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

☒ CERTIFICATE OF MAILING

I hereby certify that I am depositing the enclosed or attached correspondence with the United States Postal Service as first class mail in an envelope addressed to Mail Stop Non-Fee Amendment, Commissioner of Patents and Trademarks, Alexandria, VA 22313,

on June 17, 2004

Heather Clark**RECEIVED**

JUN 23 2004

Technology Center 2100

☒ No additional fee is required.☐ The fee has been calculated as shown below:

(Col. 1)	(Col. 2)	(Col. 3)
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR
TOTAL 14	MINUS	41 = 0
INDEPENDENT 2	MINUS	6 = 0
<input type="checkbox"/> ONE MONTH EXTENSION OF TIME		

Small Entity

RATE	ADDITIONAL FEE
x \$ 9.00=	\$.00
x \$43.00=	\$.00
\$ 55.00	\$.00
Total	\$.00

☐ A check in the amount of _____ to cover fee is enclosed.☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-0513. A duplicate copy of this sheet is enclosed.☒ Any additional filing fees required under 37 C.F.R. §1.16.☒ Any patent application processing fees under 37 C.F.R. §1.17.

Date: June 17, 2004

Respectfully submitted,

Schmeiser, Olsen & Watts LLP
18 East University Drive, #101
Mesa, Arizona 85201
Tel: (480) 655-0073By
Kenneth C. Booth
Registration No.: 42,342



Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**
AMENDMENT

Applicant:	Cannon	Docket No.:	CANN-0208
Serial No.:	09/814,622	Group Art Unit:	2172
Filed:	03/22/2001	Examiner:	Fleurantin, Jean B.
TITLE:	METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION		

Mail Stop Non-Fee Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Sir:

In the Restriction Requirement mailed May 21, 2004, the Examiner stated that the application contains claims directed to three distinct groups of inventions, the first group, claims 12, 14 and 88-95, which are drawn to a computer system for optimizing an advertising schedule for an advertisement message, the computer system comprising: a CPU; a memory coupled to the CPU; a database residing in the memory, the database containing a plurality of audience member data, the plurality of audience member data indicating exposure of each corresponding audience member to at least one of media and advertisements for the message; a database mining engine residing in the memory, classified in class 707, subclass 1; the second group, claims 15-22, 96-100 and 118 which are drawn to a program for providing an advertisement message to a preselected group of potential message recipients, classified in class 705, subclass 14; and the third group, claims 101-117 which are drawn to a program product for calculating a score for an advertisement message to be provided to a preselected group of potential message recipients, classified in class 705,

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS, P.O. Box 1450, ALEXANDRIA, VA 22313-1450,
ON: June 17, 2004 SIGNED: Heather Clark
Heather Clark

subclass 10. The Examiner required the applicant to elect a single disclosed Group for prosecution on the merits.

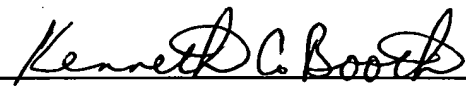
As discussed in a telephone conference on March 29, 2004 between Examiner Fleurantin and Attorney Kenneth C. Booth, Group II was provisionally elected by Applicants for prosecution, which is drawn to a program for providing an advertisement message to a preselected group of potential message recipients, as represented by claims 15-22, 96-100 and 118. Applicants affirm the election of Group II without traverse to speed the prosecution of these claims to allowance.

Applicants request that claims 12, 14, 88-95, and 101-117 be canceled so that applicant may file them for prosecution in a later divisional application.

If any fees, including extension of time fees, are due as a result of this response, please charge Deposit Account No. 19-0513. This authorization is intended to act as a constructive petition for an extension of time, should an extension of time be needed as a result of this response. The examiner is invited to telephone the undersigned if this would in any way advance the prosecution of this case.

Respectfully submitted,

Date: June 17, 2004

By 
Kenneth C. Booth
Reg. No. 42,342

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